

# Media-Wise: Communicating Effectively with the Media

*Presented by Volunteer Victoria*



## Thursday, October 7, 2010

**Choice of half-day workshop:**

**8:30 - 11:30 am OR 1:00 - 4:00 pm**

### **About the workshop:**

Interacting with the media should be seen as an opportunity, not something to be feared. It's an opportunity to promote, to clarify, to deny, and - when circumstances dictate - to express concern. Learn how to attract media attention, what the media is looking for, and how to establish yourself as an informed spokesperson for your organization. You'll review real-life video examples of "good, bad and ugly" media interviews in order to enhance your own media relations. You'll also participate in some hands-on exercises to enhance your learning.

Learn proven processes and techniques such as: negotiating the terms of your interview; developing the key message; staying in control; avoiding being taken out of context; using bridging and deflecting techniques to get to your message; handling difficult questions; and using an effective response model.

### **About the facilitator:**

Ian Parker is a Communications Consultant who specializes in Media/Stakeholder Communications Training and Television/Video Production. As a Communications Trainer he has more than 15 years of national and international experience, providing process and techniques for more effective communications with target audiences. He has worked as a News Anchor/Senior Journalist with CBC Ottawa, Correspondent with CTV National News and CBC The Journal, Field Producer with the fifth estate, Host-Reporter with the fifth estate and Executive Producer of news and current affairs programming with CBC Toronto.

He has travelled internationally on a variety of documentaries and directed and written two episodes of Discovery Channel's SuperShips Series. He has served as Producer/Television with the Romanow Commission on the Future of Health Care in Canada, produced a series of videos on Primary Health Care Reform for the Conference Board of Canada and worked as Television Advisor to the Principal Clerk, The Senate of Canada. He has a Master of Journalism Degree from Carleton University in Ottawa.

### **Location & Pricing:**

Begbie Room, The Union Club of British Columbia, 805 Gordon Street, Victoria

\$69 early-bird rate for Volunteer Victoria members if registered by September 16, 2010

\$89 for non-members and VV members after September 16, 2010

### **How to register:**

To register, send an email to Volunteer Victoria at [volvic@volunteervictoria.bc.ca](mailto:volvic@volunteervictoria.bc.ca) with your name, agency contact information, and first choice preference of attending the morning or afternoon workshop (times noted above). We will confirm your seat at one or the other, depending upon your preference and seat availability.

Then, follow up to secure your seat with Mastercard, Visa, cash or cheque payment (payable to "Volunteer Victoria") to 306-620 View Street, Victoria, BC V8W 1J6. Tel 250-386-2269. *(Note: Refunds not given after September 30, 2010.)*